



Sample Editorial

1997 Economic Census
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Making the Most of It — The 1997 Economic Census

For most businesses, this December's 1997 Economic Census represents a great business opportunity.

If your business receives a form, think about this: the information you provide gets turned into the facts and figures that Federal, state, and local organizations — and businesses like yours — rely on for sound decisions and sensible economic planning.

There is no other source of comprehensive, authoritative business statistics.

Have you ever needed to: Compare locations? Spot industry trends? Identify emerging markets? Assess spending and productivity? Then you know the valuable information that Economic Census data provides: essential information for making strategic and long-term business plans.

Even business people who don't use statistics on a daily basis will realize it's easier to obtain a business loan with good government data like the Economic Census provides. What's more, economic indicators we use every day — like Gross Domestic Product, Monthly Retail Sales, and Producer Price Index — depend on the Economic Census for continued accuracy.

Census facts are the grist for your local planners, too — for economic development, infrastructure projections, and disaster recovery, to name just a few. Information available only in the Economic Census will guide communities as they work to maintain their economic base and attract new investments.

So, if you are among those called upon to participate in this year's 1997 Economic Census, remember: it's an opportunity. This is your chance to help develop the data that all businesses — including yours — will use in years to come.

Make sure your business is counted.

Making Sure Business Is Counted